

ABSTRACT OF THE DISCLOSURE

A system that provides consumers with a shopping incentive that includes an option to purchase a good/service at a fixed price. The system interacts with a consumer using a consumer terminal and a store via the Internet or World Wide Web. The system presents a web page to the consumer terminal containing the options. Consumer selections of options and preferred store purchase are sent to such store with the consumer's identity. The store sends the system the details of purchase transactions using the selected options including then prevailing prices. This information may be used to determine a reimbursement for the store. A correlation is developed between a plurality of options offered and actual transactions using options selected. The correlation is used to determine options to be offered in the future.

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